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Creators of Carpet Art

PRESS RELEASE

# Straddling the Atlantic In Autumn 2019

*Maison et Objet Paris*

6th–10th September 2019

Stand B192, Hall 7 FOREVER

*The Rug Show NY*

7th–10th September 2019

The Javits Center, Hall 3A

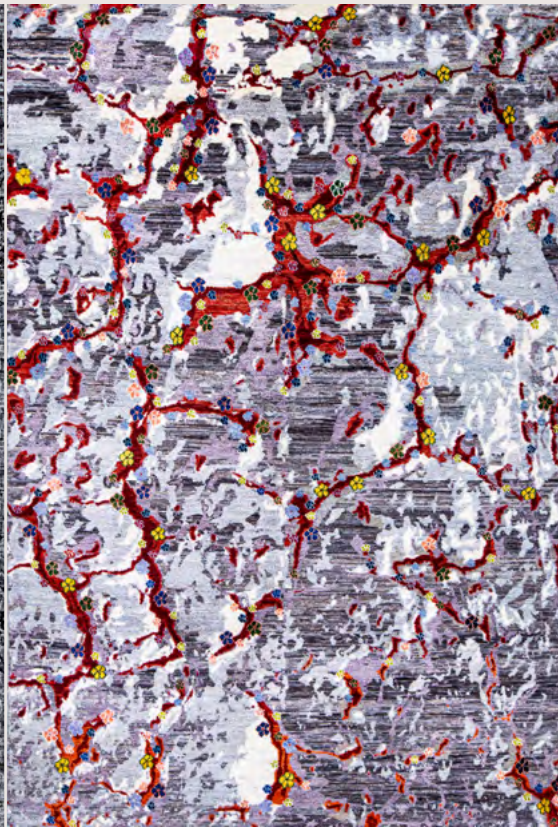
**Front page** *Marmo Pettinato Opale Nero 2*, Gabbehs Abstract & Plain

For the thirteenth consecutive year, Zollanvari International return in great anticipation to *Maison et Objet* now in its new format for the third edition. September 2018 was the first step in the separation of *Maison* (Halls 5a, 6, 7 & 8) and *Objet* (Halls 1, 2, 3, 4, part of 5a & 5b) into themed areas, further refined in January 2019 and now established for the upcoming showing. The division heralded a new era for the fair and delivered a greater commercial outcome for exhibitors and a much-enhanced visitor experience. In turn, for the fifth year running, Zollanvari USA will be at *The Rug Show New York*, which once again is held in conjunction with the area rug industry's most important Fall New York and New Jersey markets and features some of the most renowned producers and wholesalers.

Zollanvari International's slick modernist stand (B192) at *Maison et Objet* is located again in Hall 7 'Forever' in a prime position in the link section connecting to Hall 6 'Today' and is larger than their stand last year allowing them to present more of their new designs at the show. In addition, two of their new *Zigorat* stools from the *Home Décor Collection* have been selected for the special presentation *What's New "Living"* curated by François Bernard (Croisements Agency) in Hall 2. There is also great excitement at the announcement that Laura Gonzalez is the winner of the Designer of the Year Award and featured artist at the September edition of the show. "The magic that has been worked on Lapérouse, Hotel Christine, the Brasserie La Lorraine and the Cartier stores in Paris, Stockholm and Zurich is all down to her!".

New designs on show in Paris include: *Zebras Amidst Blooms*, *Flowers in a Lava Field*, *The Prince & The Peacock*, *Starfish* as well as new versions of *Marmo Pettinato* and *Anar dar Toor* all from their extensive Gabbehs collections and their new range of colourful *Zigorats* and double-sided *Zillus*. Also new, they are presenting a large selection of their latest *Baneh* kelims including *Art Deco Diamonds* and *Ikat*. Expanded designs in new colourways will be on view, including *Chimera* (Gabbehs meet rothko'esque minimalism), *Kyoto* (Japanese meisen kimonos meet traditional Gabbeh style) and *Graffiti* (archaic Gabbeh motifs with a twist in cool pastel and zany vibrant colours). In addition, they are bringing a selection of tribal and city designs, their ever popular *Jajims*, various *Designer Isfahan* carpets in on-trend colours and new multi-purpose coffers in new shapes and sizes from their *Home Décor Collection*, including some made from their goat's hair *Caprino* kelims.

In New York, visitors will be able to view some of the highlights from the new designs presented in Paris as well as new Gabbehs from the *Squares Revisited* collection, alongside *Kyoto* and *Graffiti*.



*Anar dar Toor 4, Black, Dark Grey & Light Blue, Designer Isfahan  
Anar Collection, NOV24 for Zollanvari*

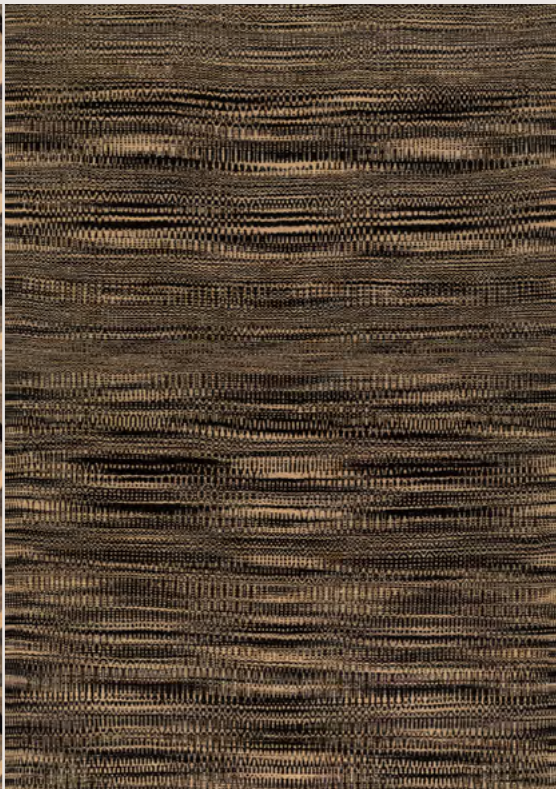
*Flowers in a Lava Field 2, Volcanic Collection, Gabbeks Landscapes*

*Starfish in Blue, Underwater Collection, Gabbeks Flora & Fauna*

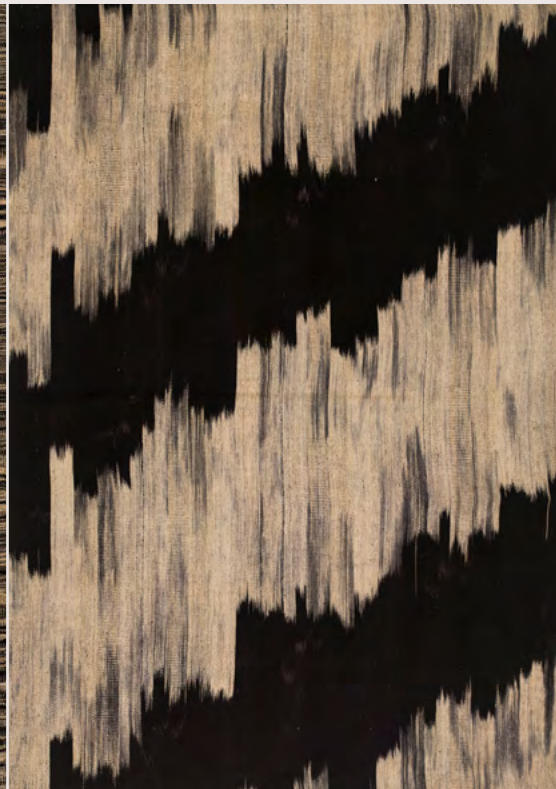
*Resonance Ikat Kelim, Flatweaves Minimalist*



*Art Deco Diamonds Baneh Kelim, Flatweaves Minimalist*



*Double-sided Zillu, Flatweaves Minimalist*



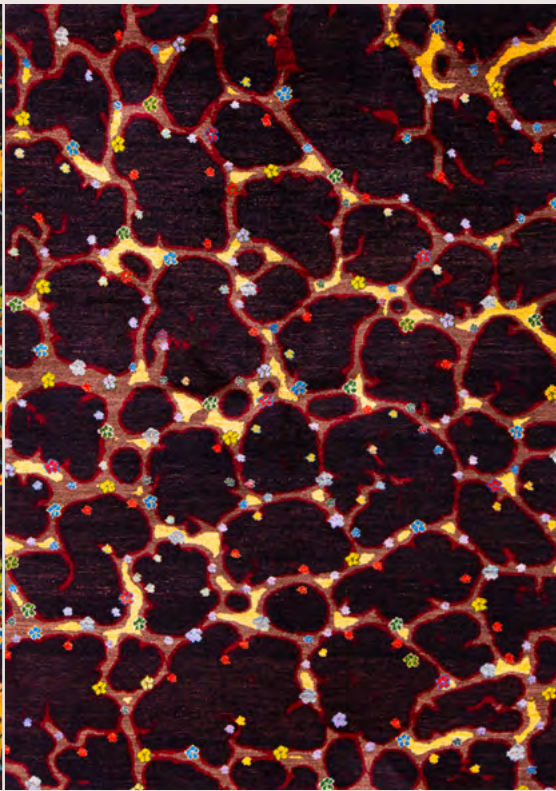
*Ikat Kelim 9, Flatweaves Minimalist*



*Double-sided Zillu 3 (front), Flatweaves Minimalist*



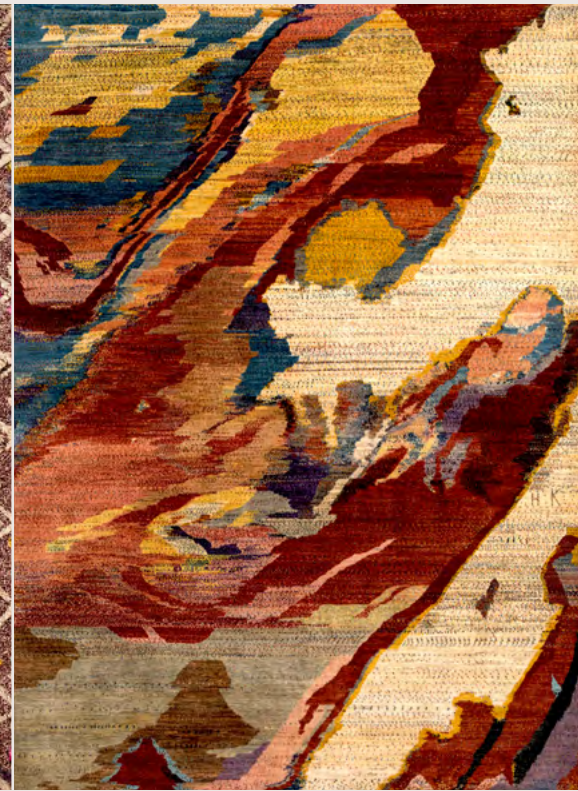
*The Prince & The Peacock, Gabbehs Flora & Fauna*



*Cracked Lava 2, Volcanic Collection, Gabbehs Landscapes*



*Modernist Zigorats, Gabbehs Abstract & Plain*



*Marmo Pettinato Tourmaline, Gabbehs Abstract & Plain*



**For further information and images  
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**Practical Information**

*Maison et Objet*  
Paris Nord Villepinte  
Stand B192  
Hall 7 FOREVER  
6th – 10th September 2019

*The Rug Show New York*  
The Javits Center NYC  
Hall 3A  
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**Visitor information**

[Maison et Objet: Map sectors](#)  
[Maison et Objet: Information](#)  
[The Rug Show](#)

## Further notes for Editors

### About Zollanvari

The story of Zollanvari began when Gholam Reza Zollanvari joined his father's business in 1947, a legacy that was handed down from his great grandfather. Initially he focused on the traditional products of the nomads of South Persia. Those colourful carpets with high piles, Gabbehs, were knotted only for use in homes as bedspreads and bedcovers. Appreciation for Gabbehs grew over the years since they reflected the art, tradition and the aesthetics of the southern Persian nomads. With the increase in demand for Gabbehs, Gholam Reza Zollanvari began working with the Ghashgha'i and Luri Nomads to start weaving new Gabbehs.

In 1985 his son Reza Zollanvari founded the company in Zurich in order to have direct access to the European market. The company expanded in 1989 when the weaving of large and room size Gabbehs began, using naturally dyed, hand-spun wool. This step is now recognised as a milestone in the history of Persian weaving. The 'new' Gabbehs exploded onto the world market, with new colours, sizes and patterns being woven to satisfy the demands of the Western markets. Soon Gabbehs became synonymous with the Zollanvari name and the company's creative and innovative spirit.

Gholam Reza's second son, Hamid took over the business in Iran. A second centre was built, close to Shiraz which brought together design, dyeing and warehousing under one roof. Washing, finishing, customer services and shipping were then located in a large warehouse in Tehran. The sixth generation of Zollanvaris continues to be active in the family venture in Hamburg, Kapstadt, Wuhan (Hubei) and Secaucus, NJ, USA.

Zollanvari carpets embody the spirit of Persian carpet design and weaving – an extraordinary art form that for more than 2,000 years has been treasured across the world. This profound understanding of the splendour and the profusion of the Persian weaving aesthetic informs Zollanvari carpet production making it unique and timeless – qualities that have

established the Zollanvari name as a global trailblazer in creating carpet art. As a result, the company have won numerous worldwide accolades for the quality and individuality of their carpets. The spirit of innovation is thus writ large in the carpets and flat-weaves created by Zollanvari.

The concept of a resource-efficient and sustainable production is deep rooted in the company and production tradition. Zollanvari have endeavoured to revive old weaving techniques (some almost extinct) to encourage the diversity of weaving techniques and to develop new ones. Zollanvari cultivates and nurtures extensive personal relationship with the various nomadic tribes in Iran. Zollanvari carpet production distinguishes itself by a sensitive regard for the traditional way of life of the nomads and their natural environment. All Zollanvari products carry their own Label & Warranty, which guarantee that all their carpets and flat-weaves are made from hand-carded and hand-spun wool, dyed using the highest quality environmentally friendly vegetable dyes at their central headquarters in Shiraz to maintain consistent colour-qualities, that they are woven by nomadic women and not children, and that each carpet is unique as each weaver has developed their own style, which can differ from carpet to carpet.

Zollanvari is the only Iranian handmade carpet producer to hold an OEKO-TEX® Standard 100 Certificate for 'handwoven carpets (rugs, gabbehs, kelims, and jajims) made from hand-spun sheep wool and traditionally dyed with herbal natural dyes'. On inspection, the stated Zollanvari products were granted a Class II certificate, affirming that they meet the human-ecological requirements of the standard established for products with direct contact to skin. This is a huge accolade for Zollanvari as decoration/furnishing items are normally granted a Class IV certificate, since the tests for harmful substances are based on the respective purpose of the materials.